

## EVALUATION OF INITIATIVES – MARCH 2009

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Banbridge 1	06/03/09	An Munia Tober Travellers Event – Armagh	11	£9.36	More successful than the last clinic arranged where no-one showed up. Also took 23 applications for the ID card.
Belfast	25/03/09	Lowe Memorial Clinic	0 registration applications. 1 ID application.	£91.00 for one ID application.	Would not run this again. We advertised this on the website and ALL political parties were informed by email well in advance. SDLP did a leaflet drop in South Belfast. It is very difficult to get press promotion of these types of events in South Belfast. I question the value of these events when the Belfast office could open on certain week day evenings and Saturdays in the run up to the election.
Belfast	26/03/09	Shankill Leisure Centre Clinic	1 registration application. 3 ID applications.	£86.00	Would not run this again. We advertised this on the EONI website and one person advised that is where she found out about it and she brought her docs with her. ALL political parties were informed by e-mail well in advance. There are no opportunities for promotion of these types of events in the Shankill area. I question the value of these events when Belfast office could open on certain week day evenings and Saturdays in the run up to the election.
Londonderry	27/03/09	Registration Clinic for Travelling Community – Shantallow	27 registration and ID applications.	£1.76	The initiative was successful. The travelling community are traditionally not on the electoral register. The advantage of running this event is that all of the applicants are going on the register for the first time.
Belfast	31/03/09	Andersonstown Leisure Centre Clinic	11 registration applications. 34 ID applications.	£11.00	Would not do this again. We advertised the event on the EONI website and notified all political parties by email. We notified the Andersonstown News and were mentioned in an article about EONI.